

## CONTRACT



**WITI**  
**9001 North Green Bay Road**  
**Milwaukee, WI 53209-1297**  
**(414)355-6666**

<u>Contract / Revision</u> 576274 /		<u>Alt Order #</u> 09822683
<u>Product</u> OBAMA FOR AMERICA		
<u>Contract Dates</u> 09/20/12 - 09/26/12		<u>Estimate #</u> 1813
<u>Advertiser</u> Obama/D/President		<u>Original Date / Revision</u> 09/19/12 / 09/21/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WITI	<u>Account Executive</u> Trevor Heaton	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8020	<u>Advertiser Code</u> 95	<u>Product Code</u> 101
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**GMMB/Greer Margolis Mitchell & Burns**  
**1010 Wisconsin Avenue**  
**Suite 800**  
**Washington, DC 20007**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	6	09/20/12	09/26/12	M-F 5a-530a	5a-530a		1:00			NM	1	\$770.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$770.00			
N 2	6	09/20/12	09/26/12	M-F 530a-6a	530a-6a		1:00			NM	1	\$830.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$830.00			
N 3	6	09/20/12	09/26/12	M-F 6a-7a	6a-7a		1:00			NM	1	\$1,170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$1,170.00			
N 5	6	09/20/12	09/26/12	M-F 7a-8a	7a-8a		1:00			NM	1	\$1,270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$1,270.00			
N 7	6	09/20/12	09/26/12	M-F 8a-9a	8a-9a		1:00			NM	1	\$1,130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$1,130.00			
N 9	6	09/20/12	09/26/12	M-F 9a-10a	9a-10a		1:00			NM	9	\$3,640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$670.00			

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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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<u>Advertiser</u> Obama/D/President		<u>Estimate #</u> 1813
		<u>Original Date / Revision</u> 09/19/12 / 09/21/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	6	09/20/12-09/26/12	M-F 9a-10a	9a-10a	MTuWThF----	1:00		\$670.00	NM		
	See MG 9.2,9.3,9.4,9.5,9.6,9.7,9.8,9.9,9.10											
	2	6	09/23/12-09/23/12	Su 630-7a	630-7a	-----Su	1:00		\$230.00	NM		
	Ⓜ	MG for 18.1,21.1,9.1										
	3	6	09/24/12-09/26/12	M-F 9a-10a	9a-10a	MTuW-----	1:00		\$670.00	NM		
	Ⓜ	MG for 18.1,21.1,9.1										
	4	6	09/24/12-09/26/12	M-F 9a-10a	9a-10a	MTuW-----	1:00		\$670.00	NM		
	Ⓜ	MG for 18.1,21.1,9.1										
	5	6	09/24/12-09/26/12	M-F 9a-10a	9a-10a	MTuW-----	1:00		\$670.00	NM		
	Ⓜ	MG for 18.1,21.1,9.1										
	6	6	09/24/12-09/26/12	M-F 430-5a	430-5a	MTuW-----	1:00		\$400.00	NM		
	Ⓜ	MG for 18.1,21.1,9.1										
	7	6	09/24/12-09/26/12	M-F 430-5a	430-5a	MTuW-----	1:00		\$400.00	NM		
	Ⓜ	MG for 18.1,21.1,9.1										
	8	6	09/24/12-09/26/12	M-F 105a-135a	105a-135a	MTuW-----	1:00		\$200.00	NM		
	Ⓜ	MG for 18.1,21.1,9.1										
	9	6	09/24/12-09/26/12	M-F 105a-135a	105a-135a	MTuW-----	1:00		\$200.00	NM		
	Ⓜ	MG for 18.1,21.1,9.1										
	10	6	09/24/12-09/26/12	M-F 105a-135a	105a-135a	MTuW-----	1:00		\$200.00	NM		
	Ⓜ	MG for 18.1,21.1,9.1										
N 10	6	09/20/12	09/26/12	M-F 9a-10a	9a-10a		1:00			NM	1	\$670.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$670.00			
N 11	6	09/20/12	09/26/12	M-F 11a-1130a FOX 6	11a-1130a		1:00			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$600.00			
N 12	6	09/20/12	09/26/12	M-F 1130a-12p FOX 6	1130a-12p		1:00			NM	1	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$630.00			
N 13	6	09/20/12	09/26/12	M-F 4p-430p	4p-430p		1:00			NM	1	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$630.00			
N 14	6	09/20/12	09/26/12	M-F 430p-5p	430p-5p		1:00			NM	1	\$770.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$770.00			
N 15	6	09/20/12	09/26/12	M-F 5p-530p	5p-530p		1:00			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$1,000.00			
N 16	6	09/20/12	09/26/12	M-F 530p-6p	530p-6p		1:00			NM	1	\$970.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$970.00			
N 17	6	09/20/12	09/26/12	M-F 6p-630p	6p-630p		1:00			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$1,100.00			
N 18	6	09/23/12	09/23/12	Su 5p-530p News	5-530p		1:00			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S				1	\$870.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	6	09/17/12-09/23/12	Su 5p-530p News	5-530p	-----Su	1:00		\$870.00	NM		
	See MG 9.2,9.3,9.4,9.5,9.6,9.7,9.8,9.9,9.10											

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<u>Advertiser</u> Obama/D/President		<u>Original Date / Revision</u> 09/19/12 / 09/21/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 19	6	09/20/12	09/26/12	M-F 9-930p	9p-930p		1:00			NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$2,800.00			
N 20	6	09/20/12	09/26/12	M-F 930-10p	930p-10p		1:00			NM	1	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$2,700.00			
N 21	6	09/22/12	09/22/12	Sa 930p-10p	930p-10p		1:00			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S-				1	\$2,100.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	6	09/17/12-09/23/12	Sa 930p-10p	930p-10p	-----Sa--	1:00		\$2,100.00	NM		
	See MG 9.2,9.3,9.4,9.5,9.6,9.7,9.8,9.9,9.10											
N 22	6	09/23/12	09/23/12	Fox 6 Blitz	1035p-1105p		1:00			NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S				1	\$1,600.00			
N 23	6	09/26/12	09/26/12	X Factor Wednesday	7p-9p		1:00			NM	1	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--W----				1	\$3,600.00			
N 24	6	09/22/12	09/22/12	College Football on	various		1:00			NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S-				1	\$3,200.00			
N 26	6	09/20/12	09/26/12	M-F 5p-530p	5p-530p		1:00			NM	1	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$1,650.00			
N 27	6	09/20/12	09/26/12	M-F 530p-6p	530p-6p		1:00			NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$1,600.00			
N 28	6	09/20/12	09/26/12	M-F 6p-630p	6p-630p		1:00			NM	1	\$1,730.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$1,730.00			
N 29	6	09/22/12	09/22/12	Sa 10p-1035p	10p-1035p		1:00			NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S-				1	\$2,100.00			
N 30	6	09/22/12	09/22/12	Sa 7a-8a	7a-8a		1:00			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S-				1	\$600.00			
N 31	6	09/23/12	09/23/12	Su 7a-8a	7a-8a		1:00			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S				1	\$650.00			
N 32	6	09/23/12	09/23/12	Su 8a-9a	8a-9a		1:00			NM	1	\$770.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S				1	\$770.00			
N 33	6	09/24/12	09/24/12	FOX Prime Monday 7-8	7p-8p		1:00			NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	M-----				1	\$7,000.00			
N 34	6	09/22/12	09/22/12	Sa 12p-1p	12p-1p		1:00			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S-				1	\$50.00			
<b>Totals</b>											<b>36</b>	<b>\$45,230.00</b>

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<hr/>												
<u>Time Period</u>		<u># of Spots</u>		<u>Gross Amount</u>		<u>Net Amount</u>						
08/27/12 - 09/26/12		36		\$45,230.00		\$38,445.50						
<b>Totals</b>		<b>36</b>		<b>\$45,230.00</b>		<b>\$38,445.50</b>						

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

**FEDERAL CANDIDATE****STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b>	<b>Date:</b>
------------------------------	--------------

I, Daniel Jester

being/on behalf of: Barack Obama, a legally

qualified candidate of the Democratic political

party for the office of: President of the United States

in the Primary & General

election to be held on: Various dates

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	AS ORDERED				

**Total Charges:**

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, James A. Messina  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

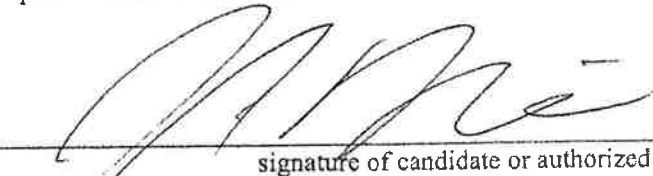
☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

x   
signature of candidate or authorized committee

James A. Messina  
printed name

1/18/2012  
date

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

Clean / Renewable Energy  
Economy

I represent that the payment for the above described broadcast time has been furnished by:

OFA - Obama for America

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Martin Nesbitt

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**



1/18/2012  
Date

Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title



JFKW 400

Check Date: 09/19/2012		Vendor: 0001013486 WITI-TV		Check No. 112462	
Project Name: Obama for America 2012 Media			Flight Dates: 9/20/2012 thru 9/26/2012		
Invoice Number	Invoice Date	Voucher ID	Gross Amount	Discount Taken	Paid Amount
0019248109200926	09/19/2012	00192481	89,088.50	0.00	89,088.50
Totals			\$89,088.50	\$0.00	\$89,088.50



Washington Harbour  
3050 K Street, NW, Suite 100  
Washington, DC 20007  
202.338.8700

JPMORGAN CHASE BANK, N.A.  
Syracuse, NY  
50-937/213

112462

Date 09/19/2012

Pay Amount \$89,088.50\*\*\*

Pay \*\*\*\*EIGHTY-NINE THOUSAND EIGHTY-EIGHT AND 50 / 100 DOLLAR\*\*\*\*

To The  
Order Of

WITI-TV  
9001 North Green Bay Road  
Milwaukee, WI 53209



*William H. Scott*  
*Rachana V. Olson*  
Authorized Signature